

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA  
Friday, December 13, 2019 – 10:00am to 12:00pm  
Canyonlands Conference Room  
Governor's Office of Economic Development  
60 E South Temple, 3<sup>rd</sup> Floor, Salt Lake City, UT 84111**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Welcome from Val Hale, Executive Director, Governor's Office of Economic Development - 10:10 am
3. Approval of Minutes: Lance Syrett - 10:15 am
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:20 am
5. Marketing Committee Report:
  - a. Review Dashboard of Key Metrics - Dave Williams, Associate Managing Director, Utah Office of Tourism - 10:30 am
  - b. Get More Mountain Time Campaign Update - Jonathan Smithgall, Media Buyer, Love Communications and Becky Keeney, Operations and Marketing Manager, Utah Office of Tourism - 10:35 am
  - c. Winter in Southern Utah Campaign Update - Jonathan Smithgall - 10:50 am
  - d. California Consumer Privacy Act - Jonathan Smithgall - 10:55
  - e. Approval of \$5,882,791 for 2020 3-Season Domestic Media Buy - Jonathan Smithgall and Megan Griffin, Media Buyers, Love Communications and Dave Williams - 11:00 am
  - f. Communications/Content Update - Andrew Gillman, Creative and Content Manager, Rosie Serago, Content Strategist, and Melissa Kinney, Social Media Manager, Utah Office of Tourism - 11:20 am
6. UTIA Update: Kaitlin Eskelson, Executive Director, Utah Tourism Industry Association - 11:45 am
7. Announcements/Upcoming Events – Board and Public - 11:55 am

**Meeting adjourned**

**The next board meeting will be held on Friday, January 10<sup>th</sup> from 10:00am to 12:00 pm at the Woodward Park City Resort, 3863 Kilby Rd, Park City, UT 8409**

**UTAH OFFICE OF TOURISM GOALS**

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state